

Note for Cohen, Denise

From: Chamian, Rebecca (LBC)
Date: Tue, Feb 20, 1996 3:45 PM
Subject: Birthday Mailing Costs
To: Cohen, Denise; Salzman, Michelle
Cc: Boggs, Lisa (LBC); Wolf, John (LBC); Dilbert, Diane (LBC); Wilkov, Willie (LBC)

Michelle/Denise:

Per your request, this forwards PRELIMINARY costs for a 1-year birthday mailing, scheduled to commence in May '96. Costs are based on producing and first class mailing an envelope, birthday card and bonus miles certificate. Quantities are based on the audience segment for all past birthday programs--all Marlboro smokers, age 21-45 with self-reported, signed birth dates. The total quantity for 1 year of the program (May '96-April '96) is 10MM.

Total Cost for 1 Year of Program: \$7,000,000.00
Total Quantity for 1 Year: 10,000,000
Total Cost Per Piece for 1 Year: \$.70

PER THE SCHEDULE E-MAILED TO YOU ON 2/12/96, WE'D NEED FINAL COMP APPROVAL ON 2/26/96--THAT'S ONE WEEK FROM YESTERDAY--IN ORDER TO COMMENCE A B'DAY PROGRAM IN MAY '96. IN ADDITION, WE'D NEED TO ORDER PAPER ON 2/27--ONE WEEK FROM TODAY.

PLEASE LET ME KNOW THE STATUS OF THIS PROGRAM AS SOON AS YOU HAVE ANY FURTHER INFORMATION. Thanks.

Call with questions.

-rebecca

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